An Inspirational Entrepreneur Reconnects with His Hometown – see Jeff Mallett article page 21
Welcome to the second issue of Business Class. We appreciated the many positive and instructive comments received about our inaugural issue and have worked hard to incorporate your feedback and make this issue even better. Our primary aim is to inform you of the recent activities and accomplishments of UVic Business, and to stay connected with our alumni and many friends and partners located in Victoria and around the world.

UVic Business opened its doors in 1990 with strong support from the local business community and with the mission of meeting the business education needs of Canadian and international students. Our BCom Program was launched in 1990, followed by our MBA Program in 1992 and Executive Programs in 1993. We achieved free-standing Faculty status in 1993, and today remain the newest faculty at the University of Victoria.

We are proud to be seen as an innovative business school where our students graduate with an international mindset, an integrative and holistic view of business and management and with a pragmatic business education. We are a young and dynamic business school whose mission is to prepare students to manage successfully and assume positions of leadership in the business world of the 21st century. Our student and alumni successes are what motivate us to strive for excellence in our approach to instruction, research and leadership in our areas of specialization.

We want to celebrate these successes in this magazine, and hope you will keep us informed of your own personal and corporate achievements. Keep in touch.

Sincerely,

Ali Dastmalchian
Professor and Dean

OLD FRIENDS, NEW LESSONS
Enduring friendship provides support, accountability and inspiration for five BCom alumni

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Where theory and practice meet

BUSINESS DUDES
BCom students make waves in surfing market

OUR SPECIALIZATIONS
Hospitality Management; Services Management; Entrepreneurship; International Business

LEARNING AND ADVENTURE
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Michelle Jeske, MBA 2003, discusses her role in one of the fastest growing industries worldwide

MAKING LASTING IMPRESSIONS
CSS banquet celebrates ten years

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From Norway to Hong Kong: Photo contest winners reflect diversity and beauty of outgoing exchange experiences

UVIC BUSINESS BOARD OF ADVISORS HOST DISTINGUISHED ENTREPRENEUR OF THE YEAR
Jeff Mallett, former President of Yahoo!, is honoured at inaugural event

CLASSNOTES
The goings-on of friends, classmates and colleagues

GRANDSON INSPIRES UVIC GIFT
UVic Business receives one of its largest single donations

ALUMNI UPDATE
News and events from UVic Business alumni in your area
At university, our friendships support us. Friends provide comfort in times of doubt, distractions that amuse, and encouragement through tense days of term papers and exams. They are part of the stimulating social landscape that shapes the entire university experience, where even the smallest chance meetings have the power to shift ideas.

The broader sweep of the post-graduate working world tends to provide less commonality in thought and ambition between random strangers. Consequently, it provides less of the spontaneous networking we experience as students. This is why the friendship sustained by Mack Adams, Brad Procter, Cam Green, David Richardson and Scott Butler is remarkable.

Adams, Procter, Green, Richardson and Butler are five graduates of UVic Business (BCom ’98) who became friends during their undergraduate years studying Entrepreneurship. Between the classroom conversations and the grind of group work, the five of them discovered a special chemistry they have enjoyed ever since. Six years after their convocation, in spite of geographical distances, time changes, and diverse directions in their careers, the five of them have maintained a strong network that continues to support them in their personal and professional lives.

"After we met at the Faculty in 1995, our friendships were cemented through the classroom discussions and the extensive group work we did together," recounts Butler. "Our collective involvement in the Innovation Project, where we had to start a business with $5 of capital, was especially powerful."

Extra-curricular activities further strengthened the bonds between them, and eventually they ended up sharing a house. "We really began to appreciate the dynamism and synergy of our group when we conceived and produced ‘Sports Day’ at the faculty," says Green. "It was a one-day event, it was well attended, and we even secured some sponsorship funding from a few community businesses."

From the start, the group dynamic combined social and recreational interests with commercial and career ambitions—friends working together, friends playing together.

"Right after we completed our degrees, Brad, Mack, Cam and Scott drove across Canada from Victoria to Halifax and back," says Richardson, "In a van I sold them!" He laughs. "It was a trans-continental adventure, a quest to explore opportunities across the country—and they even managed to get some corporate sponsorships to fund it."

From there, the five of them began to pursue professional and personal interests that led them to different geographical locales. Adams is currently living in Bangalore, India, where he works with ThoughtWorks, a global IT consulting firm. Scott Butler joined WestJet Airlines in 1999 as the Corporate Auditor, and he is now Director of Corporate Planning. Cam Green is a chartered accountant, with...
KPMG since 1998. Brad Procter graduated from law at UVic in 2002, and he is now an associate with Torys LLP in Toronto. David Richardson has been a Senior Manager with his family’s Toyota dealership in Calgary, and he is presently pursuing new opportunities in Edmonton. Most of them have also held various positions and titles in the years in between, and all of them have travelled extensively worldwide as part of their collective determination to broaden their cultural and mental horizons.

Through it all, they have stayed committed to keeping in contact, wherever they are in Canada or the world. The result is a thriving support network, crowned each year with an especially remarkable social event: their annual group retreat.

For their retreats, the entire group meets for a few days each year. Their intent is both social and pragmatic: they socialize and laugh, but they also discuss and review. They talk about where they have been in the last year, and they talk about where they want to go in the next. They set an agenda and take minutes for all of their discussions, and they revisit the points discussed throughout the ensuing year, integrating new developments into the agenda for their next retreat.

Their discussions flow naturally between personal goals and career goals. “To us, the distinction between our social and professional lives is almost non-existent,” says Procter. “Socializing for us will always lead to discussing professional issues and vice versa.”

Their commitment to maintaining the connection they established at UVic is evidenced further in the extreme effort they put into coordinating vacation time and travel so they can hold the retreats. Last year, even the spectacular blackout across the eastern seaboard failed to stop them enroute to their gathering.

A central theme of each retreat revolves around discussion of goals. “We take previous long term goals into account and we establish new ones for the upcoming year, and we also adjust our long-term goals as necessary,” says Adams. “Our group dynamics are such that we challenge each other in our goal setting—we push each other to be adventurous, courageous, philanthropic, realistic, and to continue to learn and change.”

While they share many interests and ideals, the points where they diverge also enrich their discussions, pollinating new views on their personal ideas, beliefs, experiences, and goals. “We all have a high level of trust and respect for one another, which allows us to discuss any issue at hand, whether it’s particularly sensitive to us or not,” says Adams. “The comments are always kept constructive, and since each member perceives the others have his best interests at heart, the environment encourages serious debate, brainstorming and analysis on any issue.”

“The process of reviewing our goals ensures that we are both reflective and forward-looking,” adds Richardson. “Conducting a systemic review ensures we don’t become complacent and burdened by inertia. The discussions we have in our scheduled retreats provide inspiration and impetus for positive change, and verbalizing our goals and developing them within the group galvanizes our motivation to achieve them.”

Between retreats, different members of the group will also meet sporadically during the year depending on where they are living. “The retreats are the only guaranteed time we will see each other face-to-face,” says Butler. “But we offer each other sporadic guidance throughout the year whenever one of us is at a ‘crucial’ turning point in life, be it personal or career-related. If we think the topic is big enough to warrant it, we’ll even establish a group dialogue through email to discuss the issue.” They also keep in touch with other business classmates from UVic, and these relationships offer similar support and inspiration.

Through the retreats and the contact they maintain throughout the year, Richardson, Butler, Procter, Adams and Green share a spirited and unique relationship—one that clearly enhances the development and direction of their lives, personal and professional. It’s also clear that the business skills they practiced at UVic comprise an integral part of their group dynamic. So what does the future hold? Someday, they hope to turn their collective energy and experience into one group business venture!

May they always prosper in friendship, whatever fortune brings. 

“We push each other to be adventurous, courageous, philanthropic, realistic, and to continue to learn and change.”
The Case Competition: where theory and practice meet

BY JOANNE BALLANCE

Tastefully dressed in business attire, four third-year BCom students rush around the classroom in a last minute flurry of activity. While one snaps the overhead transparencies into a neat pile beside the projector, another quickly turns her back to rapidly review notes. Just three hours earlier, the group was sequestered in a room with nothing more than a calculator, blank transparencies, markers, and a written business case outlining a complex management accounting issue. Now, they appear anxious as they prepare their final results for presentation.

Suddenly, the squeaky classroom door opens and in walk three people who quietly take their seats in a row facing the students. An uncomfortable silence ensues. An announcement is made: the 15-minute presentation shall commence. The panel, comprised of a UVic Business professor and community business leaders, senses the nervousness in the room—after all, the students’ presentation savvy and ability to work as a team under extreme pressure is about to be tested. In the end, the panel will recommend a team to move on to the next round of the competition.

The scene described here repeated itself several times between January and March as groups of third-year BCom students had their first experience with a case competition, hosted by UVic Business. Using cases as a teaching technique is hardly new, however, more and more student case competitions are taking shape across the country and internationally as a platform for students to showcase their business acumen. According to Laura Fowlie of the National Post, Canadian business schools are proving to be tough contenders on the business-case competition circuit. In January, Queen’s University in Kingston hosted the 26-year-old Inter-Collegiate Business Case Competition, an eight-event weekend that drew 27 teams from across Canada, Hong Kong, United States and Europe. Canadian teams swept the medals.

The idea to organize an internal case competition for undergraduate business students came out of the Faculty-wide visioning retreat held in November, 2003.

“The Faculty’s vision, in part, is to deliver an outstanding education to our students, one that is international, integrative, innovative and experiential,” states Dave McCutcheon, Director of Undergraduate Programs. “An internal case competition provides an ideal opportunity to develop the integrative and experiential: students get to apply theories from the classroom while developing practical business skills in organizing and delivering effective presentations about solutions to business problems.”

For UVic Business student Stephen Albinati, the competition went beyond classroom learning because of the added element of intensity. “It’s an excellent exercise for performing under pressure,” recalls Stephen. “I realized how important it is to take the time to come up with a plan of action and approach to the problem. Don’t just start making calculations without knowing where they are going. Know where you want to go, and outline how to get there. A plan is key for dealing with the time constraints.”

The hard work and planning certainly paid off for this year’s winning team. Next year’s class is already talking about the newly named “RBC Royal Bank Case Competition.”
“Between the business program at UVic and the waves nearby on the west coast, I was set.”

Rene Gauthier (left) and Andrew Paine of Sitka Surfboards Inc.
An hour and a half drive from the University of Victoria's pastoral campus are some of the most raging surf waves in Canada. No one is more keenly aware of this than UVic Business student and cold water warrior Rene Gauthier. Gauthier surfs the icy waters at least three or four times a week—“whenever there are waves pretty much.”

Now, Gauthier is converting his passion into a business venture with fellow UVic Business student Andrew Paine. They recently opened Sitka Surfboard shop in Victoria and already they are making waves in the local and international market. In fact, Gauthier’s efforts were given a considerable boost after he was awarded the B.C. Export Excellence Award. The $3,000 award recognizes Gauthier’s leadership and excellence in international studies while contributing to B.C.’s export community. Gauthier used the award to set up connections for exporting surfboards to Japan.

Born in Montreal and raised in Calgary, Gauthier, 23, came out to the coast to attend UVic. A move that he calls fate. “Between the business program at UVic and the waves nearby on the west coast, I was set,” says Gauthier.

Gauthier initially learned how to surf in Indonesia at the age of 18. “I always wanted to try it,” says Gauthier. “I had skied a lot before and it is a similar kind of adrenaline culture. I figured I would give it a shot and I wanted to go somewhere warm.”

Gauthier was instantly addicted to the total body rush that is surfing and when he got back from Indonesia he started surfing here. Naturally the water is a lot colder in BC than Indonesia—or most places for that matter. To protect against the cold you have to don five millimeter thick neoprene wet-
Surfing is such a positive activity that I am proud to be in a business that promotes such an endeavor.

Gauthier bought a wetsuit and got into it. It didn't take him long to get used to the cold water. “You catch a wave and it feels just as good. There's no other sport where the medium is moving and changing all the time. Every wave is different. It never gets boring. And it leaves you in a totally positive state of mind. After surfing you're pretty relaxed, calm and happy.”

Gauthier met Paine last September when he entered the UVic Business program and the idea for a shop germinated slowly. At first Gauthier and Paine wanted to make boards for themselves. Then some friends wanted boards. Their first order was eight blanks (the basic component to make a board), which they started shaping using Paine's garage as a workshop. They sold those boards to their friends and kept a couple for themselves. “They turned out pretty good.”

While the number of surfers is steadily increasing in BC, the availability of boards is not. Most boards in Canada are imported from the USA making them more costly than if they were produced here.

“There is a lack of boards on Vancouver Island both used and new. You can only get new boards in the shops for a lot of money,” says Gauthier. “And there are not a lot of used boards kicking around as they get snapped up pretty quick. So we figured there was a definite market for our surfboards out there.”

It takes 15-20 hours of labour to make a board, but what makes for a great shaper?

“Patience and smooth hands,” says Gauthier. “Talking with your clients and finding out exactly what they want,” he adds. “Most people that come into our shop don’t really know what they want. So we sit down with them a little while and talk about what they want to use the board for, where they see their surfing going, their ability, their height and weight and we go from there.”

The boards range in price from $500 to $800 (depending on length.) “You can get anything you want put on your board—one guy put a picture of his baby’s face on his surfboard under the glass,” says Gauthier. “People like the customization—everything from the shape of the board to the thickness, to the paint job and glass.”

The majority of their orders are Victoria based, and through their website (sitkasurfboards.com) they’ve received orders from Ontario, the Queen Charlotte Islands, Vancouver, and Japan.

Surfing is truly the message in a bottle of global culture. “There are places where you wouldn’t ever expect a surf shop, like Calgary—but they have three surf shops now,” says Gauthier. “The world's getting smaller—people are going on surf trips, coming out to Tofino or wherever and they need a board before they go.”

One of the foundations at UVic Business is to deliver to students an education that is international, integrative, innovative and experiential. By combining their university studies with their business venture, both Gauthier and Paine took full advantage of the opportunities presented to them when they chose Hiratsuk, Japan for their academic exchange. “It is the only partner university in Japan that is on the ocean. That’s why we picked it,” laughs Gauthier. “When not in class, we surfed almost every day and spread the word about Sitka Surfboards.”

The surf in Japan is pretty decent. When the typhoons roll in, and with some offshore winds, the waves can get pretty big. The water is warmer, though. “When I first got there I was in board shorts in late September, by the end it was a 3/2 wetsuit [a lighter weight suit] and that’s it. But the locals think it’s cold. There were guys wearing five millimeter suits and gloves and it’s like ‘Dude, what are you doing? We’re Canadians, this isn’t cold!’”

Surviving the perils of Japanese surfing, the two came back to open their 800 square foot shop in January. The orders have been steady and they anticipate more orders as summer rolls around.

“Our schooling at UVic Business totally prepared us for what we are doing now. There's been a lot to do besides making surfboards,” says Gauthier. “Getting all our marketing stuff made up, our website, pricing, accounting, keeping the money straight between ourselves—we’ve been able to fall back on our schooling.” In addition, opening the shop has served as part of their co-op work-term, so Gauthier and Paine are getting direct hands-on experience.

Recently, Surfer Magazine had a huge spread on surfing on Vancouver Island. How does Gauthier feel about all the attention being directed toward west coast surfing?

“On the one hand we can make more money out of it—but on the other hand it is getting more crowded,” he says. “The thing is, surfing is such a positive activity that I am proud to be in a business that promotes such an endeavor.”

Gauthier and Paine bring a true west coast outlook to their business venture. Says Gauthier with a smile, “We’re getting a sign for our shop that reads: ‘If there are waves we’re not open.’

“Success in the hospitality industry often depends on one’s ability to network”, says Bill Pattison, former President of Delta Hotels and Chair of the Hospitality Management program. With this in mind, Bill organized the Hospitality Management Alumni Directory, a comprehensive listing of the “whereabouts” of hospitality grads. The directory includes listings by last name, geographical location, company, grad year and partner college. With this in hand, HOS alumni have a powerful networking resource which connects them to companies and opportunities across the country, the United States and the world.

For a group of 4th year hospitality students, the Canoe, Brew-house and Marina restaurant, formerly known as the Canoe Club, recently became an interactive classroom and a living example of transformation in the Hospitality industry. Don Calveley, Owner and GM of the restaurant, hosted the students to lunch, answered questions, and discussed the leadership, finance, operations, and services necessary to turn a marginal pub on the brink of failure into a thriving 500+ seat restaurant. Stacy Kuiack, UVic Business Visiting Business Leader, moderated the afternoon’s discussion.

This summer, students in the Hospitality specialization will be exposed to an impressive lineup of executive guest speakers from the hospitality industry. Guest speakers include: Steve Haliday, Vice President, Pan Pacific Hotels Inc.; Murray Blair, Golf Director, Fairmont Hotels; Terry Farmer, President, Accent Inns and Farmer Construction; Richard Negrin, Architect and Interior Designer (currently overseeing the major renovation project for the Delta Ocean Pointe Resort); David Evans, Retired Senior Executive, Starwood Properties (including Westin and Sheraton) and Katherine Stolle, Spa Consultant, Total Spa Concepts. Past speakers have also included Patrick Kelly, VP, Pacific Northwest, Fairmont Hotels; and Charles McDiarmid, General Manager, Wikkaninnish Inn. Through the executive speaker series, students gain essential information on how to manage various aspects of the hospitality industry from top executives with years in the business.

Dr. Steve Tax’s noteworthy contributions to the study of Services Management have not gone unnoticed by his peers. Steve was invited to join a small prestigious group of academics from across North America chosen to be inaugural fellows for the Center of Services Leadership at Arizona State University.

Customer penalties are fast becoming an area of differentiation in the services industry. At least this is the premise of Steve Tax’s newest research interest. In looking at companies like Shaw Cable and Netflix.com, Tax explores how penalizing the customer ultimately affects the customer relationship and how cer-
tain firms are recognizing their advantage by giving the customers what they want, that is—No late fees—Ever!

PERSONAL CONTACT STILL GOES A LONG WAY
To what extent does having an internet-based relationship alter the benefits that customers receive from an organization? In Mark Colgate’s recent research, “Relationship Benefits in an Internet Environment,” both traditional face-to-face and internet-based customer relationships in the banking industry were examined and compared. Mark discovered that although internet-based customers generally enjoy the convenience of the internet environment, there was still a lack of satisfaction resulting from the loss of face-to-face contact and personalized service. Given this, companies would do well to explore strategies that increase personalized services in the internet environment, such as customized e-mail messages, alerts, and the ability to talk to service personnel through the internet. Mark’s research will be presented alongside Margo Buchanan-Oliver—University of Auckland, NZ at the next QUIS 9 Conference, June 15 – 18, 2004 in Karlstad, Sweden.

FOCUS ON RESEARCH
UVIC CCSBE CONFERENCE—BEST EVER
UVic and the entrepreneurship team hosted the 20th Annual Canadian Council for Small Business and Entrepreneurship (CCSBE) Conference last November. Highlights of the conference included keynote addresses by Peter Thomas, President of Thomas Pride; Brad Forth, CEO of Power Measurement; and Gordon Goodman, Director of the 2010 Olympic Games Secretariat. Many of the 110 national delegates remarked that it was the best conference they had ever attended, thanks to the hard work of Charmaine Stack, Manager, Executive Programs; Jamie Sulek, ENT 2003; and Brock Smith, Conference Chair.

SCOTLAND HOSTS BABSON CONFERENCE AND UVIC ENTREPRENEURSHIP PROFESSORS
The annual Babson Kauffman Entrepreneurship Research Conference (BKERC) is the premier scholarly forum for entrepreneurial research in the world. Each year, the conference is attended by over 300 “invitation only” entrepreneurial scholars, who come to hear presentations on more than 180 papers.

This year, scholars from the UVic Business entrepreneurship community will present three papers: (1) “New venture value creation strategies: Outcome comparisons,” by Boyd Cohen, Brock Smith, and Ron Mitchell, (2) “The impact of economic development officers on business creation, growth and survival in indigenous communities,” by Ana Maria Peredo, and four coauthors from Canada and abroad, and (3) “Failing to succeed: New venture failure as a moderator of startup experience and startup expertise,” presented by Ron’s son, Rob Mitchell, a doctoral student, along with Brock and Ron.

The conference will be held June 3rd – 5th, 2004 at the Hunter Center for Entrepreneurship at the University of Strathclyde in Glasgow, Scotland.

Entrepreneurship
UNDERGRADUATE PROGRAM REVIEW NEAR COMPLETION
Boyd Cohen and Kristine Gilmartin extend a hearty thanks to all the entrepreneurship alumni who participated in the entrepreneurship survey which was part of an overall program review. The review, comprised of three stages, included: a review of the best practices of other leading entrepreneurship programs, a review of literature regarding innovative entrepreneurship pedagogy, and an internal review of the UVic Business entrepreneurship program. As part of the internal review, a survey to alumni was conducted which asked for strengths and weaknesses of the program, including the usefulness of the degree to their current job environment. The review has been completed and several recommended changes have been incorporated into this summer’s program.
UVIC HIRES TWO NEW IB PROFESSORS
UVic Business is currently recruiting full-time faculty members to supplement all three specialization areas—international business, entrepreneurship, and hospitality/services management. The recruitment signals the Faculty’s commitment to excellence in its chosen areas of specialization and will allow for significant expansion of faculty research and program offerings to students.

To date, two international business candidates have accepted offers and will begin their new positions with the Faculty in the next six months. The Faculty welcomes Dr. Jenn Baggs and Dr. Basma Najerbi.

FOCUS ON RESEARCH
IB PROFESSOR PUBLISHES IN TOP STRATEGIC JOURNAL
Anthony Goerzen, UVic Business’ newest faculty member, has wasted no time in establishing himself among the top researchers in his field. His paper, “Geographic scope and multinational enterprise performance” was recently published in Strategic Management Journal (SMJ), the top journal in strategic management. His paper explores the effects of international investment on the performance of multinational firms by examining the individual and collective influences of diversity in political regimes, cultural environments, and levels of economic development.

You can read more about Anthony’s research interests in Research Forum, UVic Business’ new research newsletter. Contact businfo@uvic.ca to request a copy.

LESSONS FROM CHINA FOR EMERGING ECONOMIES
Privatization of state-owned enterprises (SOEs) has been central to transformation in emerging economies such as China. However, in Saul Klein and Ian Steadman’s recently published paper “Management and Transformation in a Transition Economy: Lessons from the Chinese Experience,” Saul cautions that simple transfer to private ownership is insufficient and must be combined with increased vigilance in areas of post-privatization management and corporate governance. Saul’s paper is published in Journal of Applied Management and Entrepreneurship, January 2004.

CLASH OF THE CULTURES
Sang Nam’s case study of the Canadian Multinational Corporation, ATA (Alcan Tahan Aluminum Inc.) in Korea explores the resulting culture clash between the “Lead and Support” leadership style of the North American managers and “Command and Control” expectations of the Korean employees. His paper “Lead & Support vs. Command & Control: A Case of Culture Clash in a Canada-Korea Joint Venture” will be published in Acta Koreana.

EXAMINING CULTURAL RESPONSES TO FAILURE
Regardless of culture, no one likes to fail; however, one’s response to failure can vary widely depending on cultural norms and perspectives. In Sang Nam’s paper “Culture and Managerial Responses to Failure: A Comparison Between Korea and the U.S.A.,” Sang discusses how US and Korean managers vary in their response to failure. His results show that Koreans have a much higher sense of responsibility, responding to failure by resigning, whereas North American managers rarely resign. Sang’s paper has been accepted for presentation at the IIIRA (International Industrial Relations Association) 2004 Conference.
Embedded in the sights, smells and sounds of any culture are the everyday transactions, conversations, and exchanges that make up a society. Doing business in a foreign country becomes an adventure of our senses and involves the careful discerning of how our own culture interacts with another. For 55 MBA students traveling to Korea and Mexico as part of their International IME (Integrated Management Exercise), the adventure is combined with the need to thoughtfully assess the business attractiveness and risks associated with entry or expansion in the country.

The reality of a global economy is not represented simply in the fact that McDonalds has restaurants in 119 countries around the world. Eating a Big Mac in Korea doesn’t bridge the barriers of culture or foster understanding. Instead, MBA students are exposed to the food, sights, sounds, education and industry of a foreign culture in order to gain a deeper appreciation and alternate perspective on the challenges and opportunities that may exist for doing business there.

Scott Gillespie and Yongmei Chen, 2nd year MBA students, supply us with their initial reactions and thoughts of their experiences on the International IME.

“The adventure is combined with the need to thoughtfully assess the business attractiveness and risks associated with entry or expansion in the country.”
Our first impression of Guadalajara was an arid landscape as seen from the airplane. A few minutes after landing, we were standing in bright sunshine and warm winds, greeted by Gabrielle (our hostess from ITESM—Instituto Tecnológico y de Estudios Superiores de Monterrey) who made us feel welcome. Climbing into a slightly rickety bus, we were soon on our way to the hotel downtown. We drove past new buildings and scenes of poorer, unkempt areas that made it clear we were now in a developing country.

Most of us managed to get some local currency from the bank machines that evening, and we split up into different groups to find dinner near the hotel. The streets were crowded with lots of traffic, the roads narrow and the air filled with exhaust. I wanted to stop and listen to a group of drummers on the street, but the group was walking on and I didn’t want to be left alone after dark in a city I didn’t yet know. A few days later the whole area would be familiar, and I would be comfortable finding my way around the city streets.

At the Institute the next day, we were impressed by the modern architecture of the buildings and the many outdoor tables with power outlets for laptop computers. Students everywhere on campus had wireless internet access—a fact we noted with some envy. As well, more then a few of us commented that the student parking lot was filled with expensive cars, more evidence of the fact that the Institute is an expensive school and it attracts the elite of Mexican society. If you are planning to do business in Mexico, this is the group of people you will be making deals with. It was good to be among them and learn from their culture.

Though we had many evenings free to ourselves (and you haven’t lived until you’ve heard Pedro or Patrick sing, but those are stories for another time), we had a full schedule of company visits and lectures. We did two case studies with Mexican MBA students who were easy to work with, and with whom we had much in common. All of our hosts apologized for not speaking English well, but they were quite fluent. And very attractive too!

Other impressions: the messy and unsafe work conditions at the furniture factory (a real contrast to the Toyota plant we’d seen in Vancouver); one man’s expertise, creativity, and passion for his exporting business; the cement plant with a small zoo to demonstrate to local residents that the environment was not harmed by the operation; bubbling vats of fermenting agave and the taste of blanc tequila; the local bakery where many of us met for breakfast; repeated expressions of worry about the effect of competition from China on the future of Mexico’s businesses; the glass walls in the office building of the newspaper Mural that symbolized the new ethic of honesty and transparency in the media.

The Quebecor General Manager said something of particular relevance to our trip: “Be willing to accept [other cultures] and make friends. You can move to the most exotic or interesting places on the planet, but if you don’t have friends there, you won’t like it much.” His words were insightful as one of the benefits of the trip was that the part-time and full-time students got to know each other better and became friends. We told a lot of jokes and had fun; we partied on the hotel roof, had lots of discussions about business and the MBA program, and learned a few tips about Spanish from Antonietta and Suzanne.

It was hard to leave the bright sunshine and warm winds knowing that a full slate of MBA courses, assignments and presentations awaited our return home. However, we knew we had made new friendships that would last forever.
Two things I know for sure:

- stories lose their impact when told second hand, and
- MBAs skip over any written information that doesn’t start with a “•”.

With this in mind, I have chosen not to rewrite the travel log from our Korean trip in favor of a list of key phrases and names that I have discovered to be required knowledge for anyone traveling to the divided peninsula.

- **sho jou** – a clear innocuous looking traditional Korean drink with a deceptively smooth finish that masks the ethyl alcohol (I am convinced) it is made from. In fact, the finish is so smooth that Koreans often drop their shot glass of it into a half full glass of beer just to remind themselves that they ARE drinking lest they end up like Yasu (see next point).

- **Yasu Kuwabara** – a non-beer drinker from UVic and therefore understandably the trips’ first victim of sho-jou. If you can’t remember the booze, remember Yasu’s name.

- **kimchee** – a Korean side dish of cabbage or radish pickled in “liquid fire” that looks deceptively like watered down ketchup. At this point, many on the trip ask “is nothing as it seems?”

- **Anjou University** – home of five volunteer business students who, on our first day in Korea, amazingly managed to guide 27 gawking foreign MBA students around the fabulous city of Seoul and through its subway system, arriving back at the hotel again safely.

- **Gyeongbokgung Geunjeongjeon** (pronounced just as it is spelled) – Korea’s beautifully detailed Imperial Palace and home of the world’s second fastest walking and talking tour guide. One scenic pond and “dance hall” from the palace garden is featured on the back of the Korean won.

- **Korean won** – Korea’s currency. 300 Canadian dollars is roughly equal to a quarter million Korean won.

- **Eve Pernet** – the first person to succumb to the temptation to sit on his bed and toss handfuls of “won” in the air as if he were filthy rich. We came to expect nothing less from the Swede.

- **Kangouel** – Korean script and the biggest barrier to ordering off a menu in Korea. It is similar in appearance to the characters that appear on the last sheet of paper before the ink cartridge runs out. On the positive side, no matter what you order you can be confident it will come with kimchee.

- **Kia Motors** – home of the world’s fastest, silent tour guide. Kia is an amazing facility whose auto production efficiency is only topped by the efficiency with which they run through tours.

The phrases included here may help those intending to visit the country, but Korea is a country that must be experienced. It is an amazing country, but a divided country. For all its beauty and excitement there are constant reminders of the line and ideology that divides it at the 38th parallel. Barbed wire lines the river to the north and the landscape is still dotted with trenches cut into the hills and manned military bunkers. Visiting the DMZ (demilitarized zone), with its somber observatory and reminder of a dark past sitting in contrast to tourist amusement parks, one may be tricked into believing that Koreans are resigned to this divided existence. This is not the case however. The hope for reunification is just below the surface in the minds of many of the Koreans we talked with. Having visited Korea, I believe that all who were part of the trip join in that wish for a quick and peaceful reunification of North and South.
The Business and Schooling of Elearning

BY JAMES GROVE
PHOTOGRAPHY BY VINCE KLASSEN
E-learning is one of the fastest growing industries worldwide. Corporations and educational organizations are increasingly exploiting the teaching and learning potential of the new electronic media. Michelle Jeske, an MBA graduate from UVic's Service Management specialization, is helping chart the course at e-learning provider Etraffic Solutions in Victoria.

Jeske was hired as Product Manager at Etraffic in 2003, largely as the result of the UVic co-op term she completed with the company in the summer of 2002 and her subsequent contract work. She works closely with the marketing and communications departments to maximize the profitability of Etraffic’s products, writing business plans and defining development priorities for new products and product enhancements. For an ex-elementary school principal with an enthusiasm for both business and learning, it’s the perfect career match. But how did Jeske, an elementary school teacher and principal for six years in Saskatchewan, end up in this business?

“Professional development has always been in my blood,” says Jeske. “Taking extra courses, or learning for the fun of it, has always been a part of my life. I can’t sit around—I need to be challenged and continuously advancing myself.”

Following the lead of a friend who had followed his teaching degree with an MBA at UVic, Jeske arrived at UVic Business in September 2001. Her goal was to reshape her pedagogical and administrative knowledge with an MBA degree, and then pursue fresh opportunities in a world away from the school bell—and closer to the bottom line.

“When I started my undergrad degree in Saskatchewan, I was in the college of commerce before I switched to education to become a teacher,” says Jeske. “I have always found organizational behavior and business development interesting, so the UVic Business MBA program was my opportunity to take what I knew about organizational design and school management, and apply it to the realm of business.”

Today, Jeske is loving what she does. “My work allows me to marry my background as an educator with business, in a company that does innovative work in a learning field. For example, when I’m helping to design a product or service for a client, I might begin by producing a business plan or a marketing strategy that deals strictly with business fundamentals. But then I have to shift to my educational background and analyze the project from the viewpoint of someone such as a school principal, and ask myself—as the principal of a school—what kind of marketing strategy would appeal to me? I think this ability to shift back and forth is one of my strengths—something innovative that I contribute in this area.”

At present, the worldwide e-learning industry is growing rapidly. In North America alone, researchers have identified more than one hundred companies providing e-learning products and services. It’s believed that the total global value of the industry will reach $33 billion US in 2004, and forecasts for 2005 are as high as $46 billion US. When asked if we’ll soon be learning everything from an electronic screen, Jeske smiles with healthy skepticism.

“There will always need to be a significant balance between face-to-face classroom contact and online learning,” she predicts. “I don’t know many teachers that would recommend strictly online learning. One of the good things about Etraffic is that we look at learning and pedagogy first, and then technology second, and how technology could assist or balance learning.”

Given her drive to continually improve herself and expand her own learning, it’s logical to ask Jeske what her future career ambitions might be.

She laughs. “In the last year, I haven’t had time to even think about where I might want to go! I really like this company, and as the company grows, I definitely see myself growing along with it. I’d like to continue to meld business and learning.”

“The UVic MBA program was my opportunity to take what I knew about organizational design and school management, and apply it to the realm of business.”
Making Lasting Impressions: CSS banquet celebrates ten years

The Commerce Student Society (CSS) hosted the Victoria business community and UVic Business students, staff and faculty at their annual business banquet at the Fairmont Empress Crystal Ballroom this past March. Ten years have passed since the first Commerce Business Banquet and to commemorate the decade, this year’s CSS Executive chose “Making Lasting Impressions” as their theme.

In ten years, some things haven’t changed. Black and grey were still the colours of choice for students, faculty, and community representatives who met, mingled and laughed at the KPMG-hosted wine and cheese reception. As well, there was that enduring buzz and excitement as students, on the eve of their graduation, discussed their futures, expanded networks and recalled memories. What has changed over the past years, however, is a deepening sense of tradition and a growing connection between UVic Business and the community. David Schneider, Chair of the Board of Advisors, spoke on behalf of the business community in his praise for the BCom graduates and passed on some advice regarding the importance of passion, persistence, and character in making lasting impressions. “Living a life that matters doesn’t happen by accident,” he said. “It’s not a matter of circumstance but of choice.”

Tim Price, keynote speaker and Chairman of Brascan Corporation, added his wisdom regarding “personal branding” and stressed that “it takes years and decades to build a reputation, but only seconds to destroy it.”

The evening was capped by the first annual Charity Casino event with all proceeds going to the United Way.

Best wishes to this year’s graduating class and thanks to the CSS for keeping the Business Banquet tradition alive over the past ten years and continuing to make lasting impressions with UVic Business and its community.

Where are they now?

TOUCHING BASE WITH UVIC BUSINESS’ PAST CSS PRESIDENTS:
Reflecting on the past ten years of the CSS Business Banquet, we thought it would be fun to knock on the doors of the past CSS presidents and find out what they have been up to. Here is a short update from their pens.

JEREMY WALDEN [2002 – 2003]
Still a recent graduate, Jeremy Walden is enjoying his post-school life and has been doing various consulting contracts for Petro Barrier Systems, All-Safe Technologies and Jawl Development Corporation. Jeremy plans to return to graduate studies in the next couple of years to study law. Jeremy spends his spare time keeping active, watching sports, and writing his memoirs (available in hardcover in November 2004).

TIM FITZGERALD [2001 – 2002]
Tim Fitzgerald is currently living in Toronto and working for the Loyalty Management Group (Airmiles.ca) as a Marketing Strategy Analyst. After graduation, he traveled around Eastern Europe for several months and then moved out to Toronto.

NADIA BERNARD [2000 – 2001]
GILLIAN PENHALE [1999 – 2000]
Gillian Penhale has just relocated to Vancouver after taking a break from the corporate world by traveling across Canada and Europe. Since graduation, she has been working for TD Bank and Royal Bank. In her spare time, Gillian has been seen in dragon boating and outrigger events, skiing at Whistler and trying to break 100 on the golf courses. She can be reached at gpenhale@alumni.uvic.ca

REBECCA (RADICK) MYERS [1998 – 1999]
Rebecca (Radick) Myers is now working with the Young Entrepreneurs Association of Canada (YEA) as Director of Operations. Rebecca is one of the lead executives responsible for the reorganization and programming shift of this national organization. Watch for YEA’s national re-launch this fall in 2004! Find out more at www.yea.ca. Find Rebecca at rmyers@yea.ca.

Rebecca is also running a company called Shockwave Productions doing events and PR contracting and looking forward to starting another new business soon.

“I love my alma mater and I love the memories I built when I was there. The CSS was a big part of that. I always say, you get out exactly what you put in and your experience is what you choose it to be. One of the greatest lessons I learned from my CSS Executive is that a team made up of diverse opinions and skills will achieve more in the end—despite the storming you go through in the decision-making process. Thanks guys, you were the best!”
KATHERINE TWEEDIE [1997 – 1998]
After leaving UVic, Katherine was hired by BMO Nesbitt Burns into the Investment Banking Group and moved to Toronto. She worked for BMO for approximately two and a half years doing mergers and acquisitions work in the Financial Institutions Group which was great experience although it came with some very long hours. Katherine was subsequently recruited by CIBC to join CIBC Capital Partners, which is the private equity arm of the bank. She really enjoys the private equity branch and hopes to stay there for a while yet.

On the personal front, Katherine still loves to travel and makes a point of going to Europe at some point each summer and also tries to get back to her homeland—South Africa—every few years. While she is firmly entrenched in Toronto, having just bought a house, she does look forward to coming back to Victoria to see her family and friends. To balance the ‘city life’ and hectic work schedule, she continues to be an avid runner and has also recently been bitten by the triathlon bug and will be competing in a few races this summer.

“It was a pleasure being involved for my two years on the CSS and I look forward to hearing the news of the program (and its graduates) in the future.”


TIM MCGUIRE [1995 – 1996]
After graduation, Tim worked with HSBC in Victoria, Vancouver and London, UK in Corporate Banking. In 1999, he was nominated as HSBC’s Global Trainee of the year. In 2003, Tim moved to EDC in Vancouver as Manager, Business Development and has recently been promoted to their Toronto office.

Tim was actively involved with the CSS, serving as 2nd Year Representative, President and Senate Representative, which resulted in receiving a Lifetime CSS Membership in 1997 (along with Bill Buckwold).

ROBERT LYE [1994 – 1995]
Robert Lye, who moved to Calgary upon graduation, has worked for two of Canada’s largest organizations. After working at Canadian Pacific Railway for seven years, he moved back into the oil and gas industry and now works for TransCanada as a Commercial/Project Manager in Supply Chain Management. As CSS President, Robert spearheaded the first Annual Business Banquet and also conducted an organization development as the student led group continued to evolve. Robert is married with two children.

MICHAEL HACHEY [1993 – 1994]
After leaving UVic, Michael went to work with Ernst & Young for four years and completed his CA designation. Michael then joined Labatt Breweries for four years, and held many different positions in finance and in business strategy. His fondest memory at Labatt’s, besides free beer, was spending a month in Korea working on an M&A assignment on behalf of Interbrew (Labatt’s parent company and the world’s 2nd largest brewer).

During his time at Labatt, he also completed his MBA through Queen’s University, which was a great experience. Michael then decided to move on to Bell Mobility in Vancouver, and took the role of Associate Director, Finance, Western Canada, and helped lead extensive growth in Western Canada. After 12 months in the role, Bell decided to offer him a new challenge, and has put him in the role of Director of Finance, Dealer Compensation and COA, Bell Consumer Group. This required him to leave BC and move to Toronto. 

Flashback

Porcine Pucker

Puckering up for a good cause, Dr. Monika Winn (Business) plants a big one on Wilbur, a visitor to campus from Metchosin’s Beaver Creek Ranch, in a commerce students’ society fund-raiser for the United Way. Winn, colleague Prof. Bill Buckwold and commerce student Andrew Dooner won the society’s “Kiss a Pig” contest, in which contestants whose jars collected the most donations were awarded a special moment with Wilbur. The contest, together with proceeds from a UVic Business pumpkin-carving contest, raised $800 for the campus United Way campaign. — The Ring, November 13, 1998
International Exchange Photo Contest Winners

From Norway to Hong Kong: Photo contest winners reflect the diversity and beauty of outgoing exchange experiences.

1st Place QUINN SIEVEWRIGHT
BI Norwegian School of Management, Norway
This picture was taken on a railway and boat tour, touted as one of the most beautiful in Europe, called “Norway in a Nutshell.” Very typical of Norway to have homes in the middle of nowhere, often in spectacular locations.

2nd DANIEL LAST
City University of Hong Kong, Hong Kong
Tranquil Lake: Li-Jiang, China. A mirror image of Jade Dragon Snow Mountain is projected in the calm lake below. This photo was taken in the town of Li-Jiang, China near the Tibetan border.

3rd MICHAEL GRUNDKE
ITESM, Mexico
Sol—are you looking for sol (sun)? You can find it everywhere, but nowhere is it as good as on the beach of the Maya Rivera.

4th ANDREW PAINE
Kanagawa University, Japan
The Asakusa temple in Tokyo. The temple was amazing and the walkways surrounding it had some of the most authentic shopping I found in Japan.

5th PIA NAGPAL
Chulalongkorn University, Thailand
Two young girls, age 11 and nine, of the long-neck tribe in Northern Thailand. They believe in the golden rings as a sign of beauty.
Energetic, keen, competitive, intense, and confident—these are all words that describe Jeff Mallett, former President and COO of Yahoo! and the first recipient of the UVic Business Board of Advisors Distinguished Entrepreneur of the Year Award. During the inaugural dinner on May 6th, Jeff inspired the crowd with a passionate presentation. He spoke of lessons learned from his own successes and failures, his views on what it means to be an entrepreneur and what it takes to belong to the “entrepreneur’s club.” He spoke of the necessity for tenacity, hard work, commitment to vision, taking risks, and the personal sacrifices that come along with all of this.

His enthusiasm, sense of humour and energy shone throughout his presentation. He talked about the important role of universities and professors in recognizing talent and giving students opportunities to grow and develop ideas. Jeff shared his own story of his San Francisco State professor who, rather than ignoring his plea of boredom, challenged him to write a business plan for a spell-checking software program. Jeff did not know it at the time but this proved to be the turning point that launched his incredibly exciting and successful career in the high tech world of business. Jeff spoke of the important role that businesses have in supporting and giving back to their communities and universities—citing Yahoo! as an example. Not only did Yahoo! hire the vast majority of their employees from Stanford and Brigham Young universities, it engaged the students in a constant stream of projects. Yahoo! executives also encouraged employees to give back to their communities—leading by example.

The Distinguished Entrepreneur of the Year award and dinner, established by the UVic Business Board of Advisors in 2004, recognizes an inspirational entrepreneur who has had a significant and positive impact on the global community through his or her business leadership. This year’s event honouring Jeff Mallett was a huge success. The dinner was sold out to Victoria’s business community—many of them long-time entrepreneurs in Victoria—faculty, staff and students within weeks. “The support from the community was tremendous,” said David

WHO IS JEFF MALLETT?

In 1995, Jeff Mallett became the 12th employee of internet media giant Yahoo! Inc. He was the number two executive as President and COO and helped to build Yahoo into one of the 30 most recognizable global entertainment and media brands. By 2002, he managed a global workforce of 4000 employees in 27 countries with more than $1 billion in revenue. Today, Jeff is the owner and member of the Executive Committee of the San Francisco Giants baseball team (2000 National League champions and valued at over $350 million). He owns Vineyard Knolls Golf Club of Napa and works with his wife’s family on their independent vineyard growing world-class Chardonnay and Pinot Noir grapes for local Napa wineries.

Born in Vancouver and raised in Victoria, Jeff attended the University of Victoria on a soccer scholarship before moving to the US to go to school and play soccer. In addition to his passion for business, baseball and golf, he is passionate about his family—wife Claire and two daughters Victoria and Amber. He speaks with even greater pride and enthusiasm when he talks about his family than when he speaks of business and sports.
Schneider, Chair of the Board of Advisors, who fielded numerous follow-up calls from guests commenting on the success of the event and how proud they were of UVic Business’ accomplishments. One individual praised the evening, “It was a night to remember, the best event I’ve attended. The award winner an amazing young man whose acceptance speech was real, dynamic and incredibly relevant.” Major sponsors for the event were BMO Financial Group, Custom House Global Foreign Exchange and the Greater Victoria Chamber of Commerce.

UVic President, Dr. David Turpin and Dean of UVic Business, Dr. Ali Dastmalchian thanked the community for their support and commitment to the University, Faculty and UVic students. David Black, President and owner of Black Press, introduced Jeff to the audience. David was instrumental in getting the School of Business established in 1990 and founded the Board of Advisors. He was also the driving force to make entrepreneurship a focal point for the new school.

Peter Gustavson, chair of the organizing committee and President of Custom House Global Foreign Exchange, presented Jeff with the award. Peter later remarked on the passion and power of Jeff’s acceptance remarks, “I’ve never heard such a moving speech on entrepreneurship as Jeff’s. Our goals—to be the leading annual business event in Victoria, to link UVic Business, its students and the professors to the business community, and to motivate and inspire the leaders of today and tomorrow—were all met.”

When initially asked by Dr. Dastmalchian if he would consider being the first recipient of the Award, Jeff indicated that he would not do it unless he could inspire someone through the event. In accepting the award, Jeff certainly accomplished his goal. Over 600 attended the evening and all left inspired by Jeff’s passion and leadership and excited about the future of UVic Business and its connection to business community.

1995

DOUGLAS FRASER, BCom. I am the Oracle Financials System Administrator at BC Ferries providing technical and functional support for various modules (AR, AP, Purchasing, GL, Projects and Fixed Assets). I have been with BCF since January 2001. Before that, I was an independent contractor providing technical support for the PeopleSoft software client for the BC Government Payroll and HR system.

ALISHA MA, MBA has recently been promoted to Vice President of AmMed Cancer Center, a private cancer clinic in Hong Kong. Her first child, Victoria (yes, named for the university and city), will be 17 months old in April.

1996

LUKE WILLIAMS, MBA functions as an Ocean Lifeguard Specialist with the County of Los Angeles Fire Department.

1997

ESTHER ANONBY, BCom has just received her CMA designation.

1998

STEVE HATCH, BCom is currently working with ScotiaMcLeod as an Investment Executive. He lives in Victoria with his wife Belinda.

1999

MATHIEY JOHNSON, BCom. After graduation, Mathieya moved to the Yukon to work for her First Nation community in the Capital Department, got engaged to a “Kiwi”, got married (now an Alatini), produced a beautiful baby girl, moved to Vancouver and is now working for Indian and Northern Affairs Canada (INAC) as a Capital Specialist.

LOUISE PATTERSON, MBA, is a Visiting Professor at the Department of International Trade, Konkuk University, Seoul, Korea. She was recently married to Byung Ho Lee and is currently applying for the PhD program at Yonsei University in Seoul.

TONI SCOTT, BCom IB.

After graduation, Toni articled with KPMG in Vancouver and received her CA in December 2001. Toni continues to work for KPMG as a manager in their Industrial Markets Assurance group.

2000

SANG-KIET LY, BCom GB has been promoted to the role of senior manager at KPMG LLP in Victoria where he provides tax and accounting services to a wide range of clients. In addition, he was recently awarded the CFA charter by the Association for Investment Management and Research.

JOHN SELBY, BCom IB received his MBA degree in Project Management from the University of Calgary in 2002. He is currently working for ATCO Pipelines in Calgary as Coordinator, Transportation Measurement. John was married in August 2003 in Calgary to Patricia Louis Vaughan. For pictures, please visit www.photo-album.ca/jpweb. John can be contacted at johnselby@shaw.ca.

SAMANTHA THOMPSON, BCom, CA is currently employed at Raymond James Ltd. (investment bank) as an Associate Equity Analyst. She articled for her CA at PricewaterhouseCoopers. Samantha recently traveled throughout Europe and visited DIANNA RIPPLE (BERGEN)—another BCom grad who now lives in Paris with her husband Martin and baby Noah.

2000

MONIQUE KLEIN, BCom IB worked as a marketing consultant in Chandigarh, India after she worked in Vienna, Austria in account management. Since 2002 she and her fiancé Ferdinand reside in Vancouver where she manages insurance accounts.

MONIQUE KLEIN & FIANCÉ, FERDINAND
Grandson Inspires UVic Gift

UVic Business has received one of its largest single donations—a gift of $500,000—to support new scholarships and programs for undergraduate business students.  

Mary Orr of Vancouver made the gift as a memorial to her husband Thomas Frederick (Bill) Orr, a well-respected leader in the Vancouver business community.  

Orr says her grandson, currently a business student at UVic, inspired her to make the gift. “I’ve seen first-hand how he has benefited from the business education he received at UVic,” she says. “We need leaders in the business world with a broad-based education, and I could see he was having an excellent all-round experience at UVic. I wanted to help future students have that same opportunity.”  

“We’re very grateful to Mrs. Orr,” says Dr. Ali Dastmalchian, dean of business. “The gift was a wonderful tribute to her husband, and will contribute to the faculty’s vision of being recognized locally and globally for leadership and excellence in research and business education.”  

The faculty has established the Thomas Frederick (Bill) Orr Endowment to support scholarships for bachelor of commerce students who combine academic excellence with involvement in UVic athletics or campus organizations, and to enhance teaching, research and programs that address the development of well-rounded leadership skills.  

with Great West Life. • MAMI TAKAHASHI, BCom GB and RON SHOUTEN, BCom ENT. In May of 2003, Ron and Mami held their third and final wedding ceremony in Victoria. Mami is the international student coordinator at UVic Business. Ron is currently working for Abebooks and recently started his own Web development company, Atoneo.com. • BYRON WEST, BCom IB has been working since 2001 at the corporate headquarters for AUDI AG Ingolstadt, Germany. Byron is currently a communications manager in the international fairs and exhibitions department. This involves project management for the Audi and Lamborghini corporate presence at the Geneva, Paris, Tokyo, Detroit and Frankfurt motor shows. He currently resides near Munich and is a regular attendant at Oktoberfest each year.  

2001  

MIKE BREScia, BCom. After working in the commercial real estate business with J Barnicke Calgary Ltd. for approximately a year, our company has now merged with the Calgary offices of Colliers International. The new company is called CMN Calgary Inc./Colliers International where I work in the Office Sales and Leasing division. • PATRICE A. DONALDS, MBA. I have been recently promoted to the post of Tourism Training and Education Officer in the Cayman Islands Department of Tourism. My duties and responsibility mainly pertain to the management of the Department’s public education campaigns including their scholarship program, education campaigns with the schools, delivery of relevant training to internal and external clients in the hospitality industry. • MICHAEL LUM, BCom has recently opened up his own business in Victoria, Skyhaven Games, which carries family, educational, card, miniature, board games, and more.  

2002  

LISA FEDORAK, MBA, MEB. After completing her MBA requirements, Lisa worked on contract with Western Economic Diversification in Vancouver assisting in the administration of regional development programs. In August 2002, Lisa accepted a position with Grant Thornton LLP as a Consultant in their Tourism, Hospitality and Real Estate Division in Vancouver. She has also been awarded a Masters in European Business from EDHEC, one of the University of Victoria’s exchange partners in France. • JORDON ANDERSON, BCom. I’m still working in Investment Banking in Toronto, but looking forward to a transfer to the west coast sometime in the next year or so. I figure if you can find a Toronto-style corporate job and do it in Vancouver, you’ve got the best of both worlds, no? Drop me a line if you’re ever in Toronto—Jordan.anderson@alumni.ca.

2003  

KAREN MYERS, BCom GB, is currently completing her MSc in Finance at Queen’s University in Kingston, ON. • CHARLES COHEN, MBA. I’m working in the Program Business Management Division of the Jet Propulsion Laboratory (JPL), the United States’ center for robotic space science and exploration. JPL is a Federally Funded Research and Development Center for NASA and a division of the California Institute of Technology. My section is Project Schedule Planning and Analysis where I am currently getting up to speed in process implementation.  

Keep your former classmates updated with news and information through the ‘Classnotes’ section of the ‘Business Class’ magazine. Simply write bus-

info@uvic.ca with your news and put Classnotes in the subject line. Digital pictures are welcome.
UNIVERSITY OF VICTORIA | SPRING 2004

Alumni Update

VICTORIA

STAY CONNECTED WITH MONTHLY MIXERS
If you are living on southern Vancouver Island, plan to join your Victoria Chapter business alumni at the next mixer. Held monthly at a local pub from 5:30 – 7:00 pm, mixers offer a great opportunity to visit with old classmates and to make new connections.

One of the features of the evening is the 60-second spotlight—a fun way to get news across to your fellow alumni. Sign up at the alumni mixers to:
• Advertise a new business
• Announce that you are looking to hire or to be hired
• Promote a product or service
• Show new baby pictures

VANCOUVER

UVIC ALUMNI CELEBRATE ART LEGACY
Great art and good friends convened March 10 at Vancouver’s spacious Pendulum Gallery (HSBC Building). Nearly 200 came to a reception hosted by President David Turpin and organized by the UVic Alumni Association’s Vancouver Branch, the UVic Co-operative Education Program, and the Maltwood Art Museum and Gallery.

Guests mingled amidst 34 pieces of fine art—just a fraction of the vast Michael Williams Legacy of contemporary art that was given to the university as part of the colourful Victoria heritage developer/art collector’s estate in 2000.

CALGARY

CALGARY ALUMNI HOST DEAN ALI
In December 2003 at the Fairmont Palliser Hotel in downtown Calgary, alumni hosted a reception for Ali Dastmalchian. Watch for news about a fall mixer to be held in Calgary.

BREAKFAST WITH NAMI
HOSPITALITY GRADS EXCHANGE CAREER ASPIRATIONS AT THE PAN PACIFIC

A small group of UVic Business Alumni met at the Pan Pacific Hotel in Vancouver for brunch on December 27th, 2003 to meet and recount their experiences over the past year.

This was the second such meeting: the first one was inaugurated with a dinner held at Professor Nami’s home in Richmond in December 2003.

Steve Halliday, the Vice President of the Pan Pacific Hotel Management Company, visited with the alumni at the request of Prof. Nami and spent time talking with them about their career aspirations. All in all, it was a very pleasant event.

The alumni decided to meet at least once during the year at a similar event and hope to see many more alumni at the 2004 event.

UVIC ALUMNI SERVICES

Check out the UVic alumni website at http://alumni.uvic.ca/ for the most current alumni information and bookmark the ‘staying connected’ page for future address changes http://alumni.uvic.ca/staying_connected.htm.

Look for the UVic Alumni services monthly e-newsletter entitled @UVic.

Stay connected to your university through the On-line community! Services include:
• email forwarding address for life
• career mentors
• alumni directory
• and more!
Sign up at http://www.olcnetwork.net/uvic/

For more information on alumni services, contact: Karen Whyte, UVic Manager Alumni Programs at 250.721.7315 kwhyte@uvic.ca

CONTACT YOUR LOCAL UVIC BUSINESS CHAPTER
Victoria – Rob Sorensen rsorensenassociates.ca
Vancouver – Lisa Fedorak lfedorak5@shaw.ca
Calgary – Scott Butler smbutler@westjet.com

For more information on UVic Business alumni and how you can get involved, contact: Joanne Ballance, Development Officer, UVic Business at 250.472.4279 jballanc@uvic.ca

KEEP IN TOUCH WE’D LIKE TO HEAR FROM YOU
Comments, ideas, classnotes, questions? You can contact us in the following ways:
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